# **招銀国际**CMB INTERNATIONAL

招商银行全资附属机。 A Wholly Owned Subsidiary Of China Merchants Bar

## JS Global Lifestyle (1691 HK)

## Benefit from e-commerce and home-cooking

**Maintain BUY and fine-tuned TP to HK\$ 8.07,** based on 16x FY21E P/E (rolled over from 16x FY20E P/E as it should not be distorted by virus outbreak). JS Global, thanks to its product nature and channels (e-commerce, household and cooking appliances skewed), in our view, will meaningfully outperform the industry. Together with its special dividend (~9% yield) and valuation of 13x FY21E P/E, the stock is highly attractive (vs China/ Int'l peers' avg. of 21x/ 15x).

- FY19 adjusted net profit missed by 12% due to higher admin costs, but special dividend is a surprise. FY19 adjusted net profit grew by 126% YoY to RMB 136mn, below CMBIS/ BBG's est. by 12%/11%, due to: higher staff costs and other opex. We are not too worried as investments in personnel are generally positive for future growth. Special dividend of HK\$0.5717 per share was also announced, implying a payout ratio of 594% and 9% yield.
- Joyoung's growth in FY20E is intact. Joyoung sales grew by 9% YoY in FY19, thanks to the launches of "SKY" premium product series. Even with drags by COVID-19, we are still confident on sales growth in FY20E (est. 13% YoY), thanks to: 1) efficiency boosted by Business Units (BU) reforms, 2) launches of more mass market products (expanded ASP range from RMB 3,000 to 1,000) and 3) quick adoption of live-stream e-commerce. Management pointed out sales recovery in Mar 2020 was exceptionally well.
- We remain optimistic on SharkNinja's growth in FY20E despite virus uncertainty. SharkNinja did very well in FY19, thanks to Ninja Foodi series' impressive momentum. We are still optimistic for FY20E (est. growth of 13%), because: 1) more innovative products to be released in 3Q20E, 2) ecommerce growth will likely accelerate, as consumers shift to online and robust demand on DIY cooking was induced under the stay-at-home orders.
- Pressure from tariff will be eased in FY20E. We expect the drags from tariff to be less in FY20E (US\$ 76mn worth of tariff was recognized in FY19), because: 1) certain products was granted exception since Nov 2019, 2) potential refund of tariff paid in FY19, 3) retail ASP had been raised to help offset and 4) certain supply chain will be shifted to Vietnam and Thailand.
- Finance costs shall decline. The Company had carried out a numbers of refinancing in Jan-Mar 2020, and the level of interest cost improved from ~ LIBOR + 4.3% in FY19 to LIBOR +1.8% in FY20E, a very meaningful cut.
- Maintain BUY and raised TP to HK\$ 8.07. We cut FY20E/ 21E EPS estimates by 17%/ 13%, to factor in the higher staff costs. We maintain BUY but lift TP to HK\$ 8.07, as we rolled over to 16x FY21E P/E (from 16x FY20E P/E). Valuation is fairly attractive at 13x FY21E P/E plus its 9% yield, vs China/ International peers' average of 21x/ 15x FY21E P/E.

Earning	s Sum	marv

(YE 31 Dec)	FY18A	FY19A	FY20E	FY21E	FY22E
Revenue (USD mn)	2,682	3,016	3,402	3,845	4,244
YoY growth (%)	71.5	12.5	12.8	13.0	10.4
Adj. NP att. (USD mn)	60	136	177	226	245
Adj. EPS (USD)	0.018	0.039	0.051	0.065	0.070
YoY growth (%)	12.277	121.6	30.3	27.1	8.8
Consensus EPS (USD)	n/a	n/a	0.056	0.070	n/a
Adj. P/E (x)	46.2	20.9	16.1	12.6	11.6
P/B (x)	6.0	1.8	1.5	1.4	1.2
Yield (%)	3.0	9.0	1.0	2.3	3.3
ROE (%)	7.5	2.7	4.1	8.0	9.0
Net gearing (%)*	213.6	39.1	14.8	3.0	Net cash

Source: Company data, CMBIS estimates, \*net debt (cash) / equity

## **BUY (Maintain)**

Target Price HK\$8.07
(Previous TP HK\$7.65)
Up/Downside +26.5%
Current Price HK\$6.38

### **China Home Appliance Sector**

## **Walter Woo**

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#### Stock Data

Mkt Cap (HK\$ mn)	21,738
Avg 3 mths t/o (HK\$ mn)	8.47
52w High/Low (HK\$)	7.67/3.93
Total Issued Shares (mn)	3,407.2
Source: Bloomberg	

Shareholding Structure

Snareholding Structure	
Mr. Wang Xuning (Chairman)	57.87%
& concert party	
CDH Fund	10.61%
Mr. Mark Rosenzweig	8.06%
RSU Holding entity	4.16%
Mr. Mark Adam Barrocas	2.14%
Other SN investors	0.29%
Free Float	16.87%
Source: HKEx	

#### **Share Performance**

	Absolute	Relative
1-mth	-1.5%	11.4%
3-mth	11.5%	36.2%
6-mth	n/a	n/a
12-mth	n/a	n/a
Source: Bloombero	1	

## 12-mth Price Performance



Source: Bloomberg

## **Auditor: Ernst & Young**

## Related Reports

1. JS Global (1691 HK, BUY) - Crossselling with world-class tech and style - 4 Feb 2020



## **Earnings revision**

Figure 1: Earnings revision

		New			Old			Diff (%)			
RMB mn	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E		
Revenue	3,016	3,402	3,845	2,996	3,411	n/a	0.7%	-0.3%	n/a		
Gross profit	1,127	1,273	1,461	1,114	1,277	n/a	1.1%	-0.4%	n/a		
EBIT	227	228	316	250	272	n/a	-9.1%	-16.2%	n/a		
Adjusted NP att.	177	226	245	213	260	n/a	-16.8%	-13.2%	n/a		
Adjusted EPS (RMB)	0.051	0.065	0.070	0.061	0.075	n/a	-16.8%	-13.2%	n/a		
Gross margin	37.4%	37.4%	38.0%	37.2%	37.4%	n/a	0.2ppt	0ppt	n/a		
EBIT margin	7.5%	6.7%	8.2%	8.3%	8.0%	n/a	-0.8ppt	-1.3ppt	n/a		
Net profit att. margin	5.9%	6.6%	6.4%	7.1%	7.6%	n/a	-1.2ppt	-1ppt	n/a		

Source: Company data, CMBIS estimates

Figure 2: CMBIS estimates vs consensus

		CMBIS			Consensus		Diff (%)			
RMB mn	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	FY20E	FY21E	FY22E	
Revenue	3,016	3,402	3,845	3,416	3,880	n/a	-11.7%	-12.3%	n/a	
Gross profit	1,127	1,273	1,461	1,276	1,459	n/a	-11.7%	-12.8%	n/a	
EBIT	227	228	316	274	371	n/a	-17.2%	-38.5%	n/a	
Adjusted NP att.	177	226	245	181	231	n/a	-1.8%	-2.4%	n/a	
Adjusted EPS (RMB)	0.051	0.065	0.070	0.056	0.070	n/a	-9.3%	-7.2%	n/a	
Gross margin	37.4%	37.4%	38.0%	37.4%	37.6%	n/a	0ppt	-0.2ppt	n/a	
EBIT margin	7.5%	6.7%	8.2%	8.0%	9.5%	n/a	-0.5ppt	-2.8ppt	n/a	
Net profit att. margin	5.9%	6.6%	6.4%	5.3%	6.0%	n/a	0.6ppt	0.7ppt	n/a	

Source: Company data, CMBIS estimates



## **Assumptions**

Figure 3: CMBI's assumptions

Figure 3: CMBI's assumptions						
USD mn	FY17A	FY18A	FY19A	FY20E	FY21E	FY22E
Sales by brand (USD mn)						
Joyoung	1,054	1,179	1,280	1,447	1,654	1,816
SharkNinja	477	1,477	1,736	1,955	2,190	2,428
Others	33	25	-	-	-	-
Total	1,563	2,682	3,016	3,402	3,845	4,244
Sales growth by brand (%)						
Joyoung	-2.5%	11.9%	8.6%	13.0%	14.3%	9.8%
SharkNinja		210.0%	17.5%	12.6%	12.0%	10.8%
Others	46.7%	-23.5%	-100.0%	n/a	n/a	n/a
Total	41.7%	71.5%	12.5%	12.8%	13.0%	10.4%
Sales by segment growth (%)						
Cleaning		233.2%	5.6%	7.8%	16.4%	12.8%
Food preparation	27.3%	35.2%	3.2%	12.4%	12.2%	8.4%
Cooking	-1.6%	25.6%	37.4%	20.7%	11.5%	10.2%
Others	23.4%	22.3%	-2.7%	3.6%	2.0%	2.6%
Sales by region growth (%)						
China	-1.4%	11.6%	6.8%	9.6%	10.4%	7.6%
North America	5880.5%	192.9%	11.2%	12.0%	12.0%	10.0%
Europe	651.9%	263.2%	67.8%	35.0%	30.0%	22.5%
Other markets	42.7%	258.6%	33.5%	17.0%	15.0%	13.0%
GP margins by segment						
Joyoung	32.2%	32.1%	33.3%	33.5%	34.4%	34.3%
SharkNinja	37.0%	42.2%	41.1%	40.9%	41.1%	41.3%
Others	32.2%	39.4%	38.7%	38.8%	39.1%	39.1%
Total	33.2%	37.3%	37.4%	37.4%	38.0%	38.1%
Opex breakdown						
D & A	-0.8%	-1.7%	-1.7%	-1.3%	-1.1%	-1.0%
Admin exp. (ex D & A)	-7.9%	-10.2%	-12.1%	-12.7%	-12.3%	-12.1%
A & P	-6.2%	-7.7%	-6.3%	-7.5%	-7.4%	-7.2%
S & D costs (ex. A & P)	-10.6%	-10.1%	-10.5%	-9.7%	-9.4%	-9.5%
Selling & distribution costs / sales	-16.9%	-17.8%	-16.8%	-17.2%	-16.8%	-16.7%
Admin expenses / sales	-8.7%	-11.8%	-13.8%	-13.9%	-13.4%	-13.1%
OP margins	9.1%	9.3%	7.7%	6.9%	8.4%	8.9%
Effective tax rate	-39.6%	21.0%	29.0%	23.0%	18.0%	18.0%
NP att. margins	3.1%	1.3%	1.4%	2.3%	4.3%	5.0%
NP att. growth (%)	-7.0%	-27.7%	20.9%	83.8%	112.3%	27.8%
Adjusted NP growth (%) Source: Company data, CMBIS estimates, OP	36.9%	8.9%	28.9%	18.0%	24.1%	9.2%



## **Valuation**

## **Peers Valuation**

Figure 4: Peers' valuation

			12m TP	Price	Up/ Down-	Mkt. Cap	Year	P/E	(x)	P/E	3 (x)	ROE (%)	3yrs PEG (x)	Yield (%)
Company	Ticker	Rating	(LC)	(LC)	side	(HK\$ mn)	End	FY1E	FY2E	FY1E	FY2E	FY1E	FY1E	FY1E
A+ H shares Smal	l Home Appli	ances												
JS Global	1691 HK	BUY	8.07	6.38	27%	21,738	Dec-19	16.1	12.6	1.5	1.4	2.7	0.7	9.0
Joyoung	002242 CH	NR	n/a	28.44	n/a	23,830	Dec-19	23.1	20.0	5.1	4.7	21.8	1.7	3.1
Zhejiang Supor	002032 CH	NR	n/a	69.44	n/a	62,264	Dec-18	29.7	25.8	8.3	7.0	31.0	2.4	1.9
GD Xinbao	002705 CH	NR	n/a	19.35	n/a	16,935	Dec-18	22.6	19.1	3.6	3.2	16.7	1.1	2.3
Bear Electric	002959 CH	NR	n/a	83.78	n/a	10,979	Dec-18	39.5	31.2	7.2	6.0	50.6	2.7	0.7
Ecovacs Robotics	603486 CH	NR	n/a	19.19	n/a	11,829	Dec-18	22.6	20.2	n/a	n/a	12.6	3.2	n/a
Kingclean Electric	603355 CH	NR	n/a	20.45	n/a	8,955	Dec-18	16.8	15.5	2.9	2.5	14.2	1.9	1.4
							Avg.	24.3	20.6	4.8	4.1	21.4	2.0	3.1
							Med.	22.6	20.0	4.3	3.9	16.7	1.9	2.1
A + H Home Applia	ances													
Midea Group	000333 CH	BUY	75.33	48.58	55%	370,573	Dec-18	13.9	12.6	3.3	2.9	26.1	1.4	3.4
Gree Electric	000651 CH	NR	n/a	51.99	n/a	341,532	Dec-18	11.2	10.4	2.9	2.6	29.0	1.8	4.9
Haier Smart Home	600690 CH	NR	n/a	14.68	n/a	102,631	Dec-18	10.7	10.3	2.0	1.8	22.4	1.5	2.9
Haier Electronics	1169 HK	NR	n/a	19.42	n/a	54,677	Dec-19	12.0	10.4	1.6	1.4	27.7	(1.0)	2.4
Hisense Home	921 HK	NR	n/a	6.75	n/a	12,145	Dec-19	5.2	4.5	0.9	0.8	20.3	n/a	5.3
Hisense Home - A	000921 CH	NR	n/a	9.17	n/a	12,146	Dec-19	7.2	6.5	1.3	1.1	20.3	n/a	4.6
Whirlpool China	600983 CH	NR	n/a	5.66	n/a	4,737	Dec-18	n/a	n/a	n/a	n/a	(3.9)	n/a	n/a
Hangzhou Robam	002508 CH	NR	n/a	28.08	n/a	29,100	Dec-18	16.7	15.0	3.9	3.3	25.9	2.2	3.1
Vatti Corporation	002035 CH	NR	n/a	10.81	n/a	10,261	Dec-18	12.3	10.9	2.9	2.5	28.6	1.3	2.9
							Avg.	11.2	10.1	2.4	2.0	21.8	1.2	3.7
		1					Med.	11.6	10.4	2.5	2.1	25.9	1.4	3.2
International Smal	• •		2/2	40	2/2	00.405	Dag 10	16.7	111	2.0	2.6	10.1	1.0	2.4
Techtronic	669 HK	NR	n/a	49 36	n/a	90,495	Dec-19	16.7	14.1	3.0	2.6	19.1	1.0	2.4
Smith (A.O.) Corp Helen Of Troy	AOS US HELE US	NR NR	n/a n/a	130	n/a n/a	44,753 25,347	Dec-19	16.1 14.3	14.2	3.3 n/a	n/a n/a	21.9 17.6	3.6 1.2	2.9 n/a
De'Longhi Spa	DLG IM	NR	n/a	150	n/a	19,438	Feb-19 Dec-19	15.7	13.4	1.8	1.7	14.3	(5.5)	3.3
Irobot Corp	IRBT US	NR	n/a	38	n/a	8,430	Dec-19	27.9	17.0	1.6	1.5	14.4	n/a	0.0
Seb Sa	SK FP	NR	n/a	116	n/a	49,515	Dec-19	14.6	12.7	2.3	2.0	16.9	1.7	1.8
Koninklijke Philips	PHIA NA	NR	n/a	36	n/a	271,849	Dec-19	18.4	15.4	2.5	2.3	9.5	0.7	2.5
rtoriiritijito i miipo	1 111/ (14/ (	1411	11/4		11/4	27 1,040	Avg.	17.7	14.5	2.4	2.0	16.2	0.5	2.1
							Med.	16.1	14.2	2.4	2.0	16.9	1.1	2.4
International Hom	e Appliances													
Whirlpool Corp	WHR US	NR	n/a	79.39	n/a	38,580	Dec-19	5.8	4.8	1.2	1.1	43.2	(9.7)	6.3
Ingersoll-Rand	IR US	NR	n/a	24.51	n/a	78,956	Dec-19	17.5	14.8	16.1	12.3	9.0	0.6	0.8
Electrolux Ab	ELUXB SS	NR	n/a	118	n/a	28,660	Dec-19	18.5	8.3	1.6	1.4	11.3	0.9	5.7
Daikin Industries	6367 JP	NR	n/a	12770.0	n/a	271,019	Mar-19	19.6	18.7	2.4	2.2	13.1	2.7	1.3
Panasonic Corp	6752 JP	NR	n/a	806	n/a	143,191	Mar-19	9.6	9.7	0.9	0.9	15.2	(1.3)	3.7
Fujitsu General Ltd	6755 JP	NR	n/a	1901.0	n/a	15,041	Mar-19	17.1	14.9	1.7	1.6	8.8	0.8	1.5
Lg Electronics Inc	066570 KS	NR	n/a	48100.0	n/a	49,328	Dec-19	7.8	5.4	0.6	0.5	0.2	0.0	1.6
Samsung	005930 KS	NR	n/a	45800.0	n/a	1,713,411	Dec-19	10.9	7.8	1.1	1.0	7.6	0.4	3.2
Ü							Avg.	13.3	10.5	3.2	2.6	13.5	(0.7)	3.0
							Med.	14.0	9.0	1.4	1.3	10.1	0.5	2.4

Source: Bloomberg, CMBIS estimates



## **Financial Summary**

YE 31 Dec (USD mn)	FY17A	FY18A	FY19A	FY20E	FY21E	FY22E	YE 31 Dec (USD mn)	FY17A	FY18A	FY19A	FY20E	FY21E	FY22E
Revenue	1,563	2,682	3,016	3,402	3,845	4,244	EBIT	141	246	227	228	316	369
Joyoung	1,054	1,179	1,280	1,447	1,654	1,816	D & A	29	87	89	87	86	84
SharkNinja	477	1,477	1,736	1,955	2,190	2,428	Change in working capital	(83)	(48)	81	(72)	(53)	(47)
Others	33	25	-	-	-	-	Income tax paid	(9)	(16)	(34)	(39)	(50)	(61)
						-	Others	(27)	(36)	(94)	8	8	11
Cost of goods sold	(1,044)	(1,683)	(1,890)	(2,129)	(2,384)	(2,628)	Net cash from operating	52	234	269	212	308	356
Gross profit	519	999	1,127	1,273	1,461	1,616							
Other income	21	42	23	16	16	17	Capex & investments	(21)	(67)	(76)	(78)	(81)	(89)
							Associated companies	(1,309)	29	34	-	-	-
Operating expenses	(400)	(795)	(922)	(1,060)	(1,160)	(1,264)	Interest received	7	7	-	-	-	-
A & P	(98)	(208)	(189)	(255)	(285)	(306)	Others	109	21	-	-	-	-
S & D costs (ex. A & P)	(166)	(270)	(318)	(331)	(361)	(404)	Net cash from investing	(1,213)	(10)	(42)	(78)	(81)	(89)
D & A	(13)	(45)	(51)	(43)	(43)	(42)							
Admin exp. (ex D & A)	(123)	(273)	(365)	(431)	(472)	(512)	Equity raised	-	-	375	-	-	-
Other opex	-	-	-	-	-	-	Net change in bank loans	1,176	(59)	(112)	(350)	(200)	-
EBIT	141	246	227	228	316	369	Dividend paid	(39)	(83)	83	250	27	64
							Others	113	(119)	(333)	(59)	(41)	(32)
Finance costs, net	(17)	(76)	(78)	(51)	(33)	(21)	Net cash from financing	1,25	(261)	13	(159)	(215)	32
JVs & associates	3	6	2	-	-	-							
Exceptional	(26)	(35)	(32)	(7)	(8)	(8.4	Net change in cash	89	(37)	240	(25)	13	300
Pre-tax profit	102	140	119	170	275	339	Beginning cash balance	127	211	181	421	396	409
							Exchange difference	(5)	7	-	-	-	-
Income tax	39	(28)	(34)	(39)	(50)	(61)	Cash at end of the year	211	181	421	396	409	708
Less: Minority interests	93	77	43	54	61	68							
Net profit att.	48	35	42	77	165	210							
Adj. Net profit att.	54	60	136	177	226	245							

Balance sheet							Key ratios						
YE 31 Dec (USD mn)		FY18A					YE 31 Dec	FY17A	FY18A	FY19A	FY20E	FY21E	FY22E
Non-current assets	1,896	1,889	1,999	1,991	1,985	1,990	Sales mix (%)						
Fixed asset	180	191	207	239	275	321	Joyoung	67.4	44.0	42.4	42.5	43.0	42.8
Intangible assets & goodwill	1,405	1,398	1,389	1,349	1,309	1,270	SharkNinja	30.5	55.1	57.6	57.5	57.0	57.2
Prepaid lease payments	22	16	16	16	16	16	Others	2.1	1.0	-	-	-	-
Interest in joint ventures	37	36	36	36	36	36							-
Other non-current assets	252	247	353	351	350	348	Total	100.	100.	100.	100.	100.	100.
Current assets	1,389	1,411	1,775	1,869	2,058	2,519	P&L ratios (%)						
Cash & cash equivalents	211	181	421	396	409	708	Gross margin	33.2	37.3	37.4	37.4	38.0	38.1
Inventories	272	350	393	419	469	517	Operating margin	9.0	9.2	7.5	6.7	8.2	8.7
Trade and other receivables	628	773	804	889	1.005	1,109	Pre-tax margin	6.5	5.2	3.9	5.0	7.2	8.0
Prepayments	220	66	68	76	86	95	Net margin	3.1	1.3	1.4	2.3	4.3	5.0
Other current assets	58	42	89	89	89	89	Effective tax rate	-39.6	21.0	29.0	23.0	18.0	18.0
Current liabilities	661	1,281	990	938	1,011	1,126	Balance sheet ratios						
Bank loans	10	486	26	-74	-124	-124	Current ratio (x)	2.1	1.1	1.8	2.0	2.0	2.2
Trade payables	262	409	530	525	588	648	Quick ratio (x)	1.7	0.8	1.4	1.5	1.6	1.8
Accruals & other payables	371	364	411	464	524	578	Cash ratio (x)	0.3	0.1	0.4	0.4	0.4	0.6
Tax payables	7	11	14	14	14	14	Inventory turnover days	58	67	72	72	72	72
others	10	11	9	9	9	9	Trade receivables days	99	95	95	95	95	95
							Trade payables days	77	73	91	90	90	90
Non-current liabilities	2,026	1,557	1,251	1,001	851	851	Total debt / total equity ratio (%)	203	258	71	39	26	23
Bank loans	1,194	700	1,049	799	649	649	Net debt / equity ratio	167	214	39	15	3	Net Cash
Deferred income	57	53	53	53	53	53	Returns (%)						
Deferred tax	132	134	134	134	134	134	ROE	8.1	7.5	2.7	4.1	8.0	9.0
Others	643	671	15	15	15	15	ROA	1.5	1.1	1.1	2.0	4.1	4.7
							Per share						
Minority Interest	-	-	-	54	115	183	Adj. EPS (USD)	0.02	0.02	0.04	0.05	0.06	0.07
Total net assets	598	463	1,533	1,868	2,066	2,350	DPS (USD)	0.01	0.02	0.07	0.01	0.02	0.03
Shareholders' equity	598	463	1.533	1.868	2.066	2,350	BVPS (USD)	0.18	0.14	0.45	0.55	0.61	0.69

Shareholders' equity 598 46 Source: Company data, CMBIS estimates



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